

MINUTES
GREEN BAY ECONOMIC DEVELOPMENT AUTHORITY
Wednesday, June 10, 2015
4:30 PM

MEMBERS PRESENT: Chair Gary Sikich, Vice Chair Mike Borlee, Mark, Becker, Ald. Tim De Wane, Eric Genrich, Phil Hilgenberg

MEMBERS EXCUSED: Mike Vogel

OTHERS PRESENT: Kevin Vonck, Wendy Townsend, Economic Development Department

1. Roll call.

The meeting was called to order at 4:30 p.m. by Chair, G. Sikich. Roll call was taken as noted above.

2. Approval of agenda.

Motion was made by M. Becker to approve the agenda and seconded by Ald. De Wane. Motion carried.

3. Approval of the minutes for the May 13, 2015 meeting.

Motion was made by M. Borlee to approve the minutes of the May 13, 2015 EDA meeting and was seconded by E. Genrich. Motion carried.

ITEMS FOR DISCUSSION:

4. Economic Development Department Strategy

K. Vonck presented an updated draft departmental strategy to the Economic Development Authority. The Economic Development Department needs to focus on this direction to proceed as a city and community. A goal to accomplish this category in 90 days should be established.

There are four categories that the ED Department needs to emphasis on which include:

- Cultivate Network - build and sustain business, community, development, professional relationships targeting such as major employers, academic institutions and commercial bankers. The projected output would include updating and expanding business and development firm databases and attending at least one professional development workshop.

- Develop Places – analyze proposals, lead initiatives by connecting and guiding clients. The projected output would include to update and expand property databases, publicize capital databases and ideas for I-43 Business Center expansion and strategies for University Heights Commerce Center
- Administer Programs - ED Department is responsible for programs such as brownfields redevelopment, neighborhood investment, revolving loan funds and tax increment financing. The output would be to identify potential brownfield sites in the Velp Avenue corridor, develop databases of upcoming grant programs with City potential, complete planning and research for creation of TIF district #18: University Avenue
- Diversify Promotion - broadcast message, speak publicly, publish writing and sponsor events. Output would include refresh ED website, stage and staff booth at a public event, prepare articles for publication and develop ideas for a potential City-hosted forum in Spring 2016

G. Sikich commented that he felt the updated draft departmental strategy is really good, and it should help create jobs and tax base. In my opinion, we will need to prioritize the four categories and develop places and administer programs should be at the top of the list. The activities listed have a lot of information.

There was discussion on the administer programs whether there are federal resources available to Economic Development and also developing a closer working relationship with neighborhood division and the University Avenue corridor.

5. Project and Program update

W. Townsend stated that Strategic Behavioral Health will have a groundbreaking event July 9, 2015 at 1:00 p.m. in the I-43 Business Center. The construction will begin shortly after that.

Three businesses are interested in the Revolving Loan Fund this past month. A letter of intent is being brought to the RDA next month on another downtown location.

K. Vonck stated that an additional staff member will be starting with the ED Department on Monday, June 15. The ED Department also brought on two part-time summer interns.

W. Townsend updated the EDA about the City's property database. Wendy, an intern and IT have been working to improve, update and

expand the database. W. Townsend stated that she is working to update the Web part of Economic Development. ED is looking to sharpen up everything with the help of both interns.

W. Townsend stated that she has an intern working on grant writing for January 2016.

6. Interstate 43 Business Center

K. Vonck stated that the ED department has had a lot of inquiries from industrial customers for the last remaining parcels the City owns in the I-43 Business Center. The 28 acres of farmland/wetland which are located on the corner of E. Mason and Erie currently are zoned for entertainment services and would be better utilized for industrial opportunities.

K. Vonck suggested dividing the 28 acres into two ten acre parcels and using the rest of the acreage for wetlands and storm water management.

M. Borlee asked about moving the wetlands into a containment pond. G. Sikich stated there are creative solutions available that can be done with the wetlands. K. Vonck stated the City has a good relationship with the DNR. Ten years ago the DNR wanted all the wetlands to remain in place. Currently, the wetlands on E. Mason are a high quality wetland; which the City could retain and other wetlands have been moved.

K. Vonck stated the first step would be to see if the City can change the 28 acres from entertainment services to industrial opportunities. Then what are the limitations such as wetlands and infrastructure. If that is approved, then the City needs to talk about an expansion of the I-43 Business Center.

M. Borlee suggested directing ED staff to work with the Planning Department and DNR with this property. Let the City utilize this piece of property.

G. Sikich is in favor of taking a look at this opportunity and bringing it into the guidelines of the I-43 Business Center.

Motion to adjourn made by E. Genrich and seconded by M. Becker. Motion carried.